

METHOD AND APPARATUS FOR DISTRIBUTING AUDIOVISUAL CONTENT

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ABSTRACT OF THE DISCLOSURE

An advertising method and system to disseminate information concerning multiple products includes a database containing the information and provides a perceivable stimulus to a consumer positioned proximate to site, with the site being remotely disposed with respect to the database. To disseminate the information, a set of software modules are employed which implement a set of functionalities intended to provide centralized management, remote distribution, and the stimulus. The stimulus is provided by playback of digitally encoded information which may include a stimulus that is either auditory, visual, olfactory, tactile or any combination thereof. The stimulus may be provided by a dedicated multimedia kiosk which includes a monitor, digital processor having a sound card and an input device, such as a keyboard or a mouse. In addition, the stimulus may be provided using products advertised for sell in the retail store where the consumer is located or in conjunction with a kiosk. The stimulus may be either interactive or non-interactive. For example, an interactive consumer stimulus may be initiated by a consumer scanning a UPC code on a product of interest.